

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV ; Raleigh NC

Date:

10/29/12

I, Smart Media Group,

being/on behalf of: Pat McCrory, a legally

qualified candidate of the Republican political

party for the office of: Governor

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| see attached | | | | | |

Total Charges:

\$99,595 g

/ \$

84,655.75 N

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

5/31/12

Date

Julie A. Kearn

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles

Signature

Dave Lyles

Printed Name

Sales Manager

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Pat McCrory

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

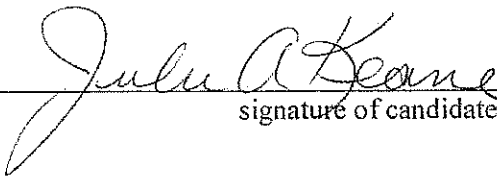
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Smart Media
101 N. Columbus Street
Suite 200
Alexandria, VA 22314

| | | |
|---|--|--|
| <u>Contract / Revision</u> 116605 / | | <u>Alt Order #</u> 06218240 |
| <u>Product</u> MCCRORY 10/29 | | |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | | <u>Estimate #</u> C29N06 |
| <u>Advertiser</u> Pat McCrory for Governor | | <u>Original Date / Revision</u> 08/15/12 / 10/29/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WRAL | <u>Account Executive</u> Cheryl Blair | <u>Sales Office</u> Washington Tel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| | | <u>Total Ratings</u> 567.50 |
| <u>IDB#</u> | <u>Advertiser Code</u> MCCRO | <u>Product Code</u> ORDR |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|---|-------------------------|-------------------|------------------------|-----------------------|-----------------|---------------|-------------------|-------------|---------------|-------------|-------|------------|
| N 1 | WRAL | 11/02/12 | 11/02/12 | Price is Right | 11a-12p | | :30 | | | | NM | 1 | \$850.00 |
| | | CLASS 1 CANDIDATE R9.26 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$850.00 | 3.70 | | | |
| N 3 | WRAL | 11/02/12 | 11/02/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | \$1,065.00 |
| | | CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$1,065.00 | 7.40 | | | |
| N 4 | WRAL | 11/02/12 | 11/02/12 | WRAL 5am News | 5am - 5:30a | | :30 | | | | NM | 1 | \$150.00 |
| | | CLASS 4 - CANDIDATE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$150.00 | 3.00 | | | |
| N 5 | WRAL | 11/02/12 | 11/02/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | \$665.00 |
| | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$665.00 | 3.80 | | | |
| N 7 | WRAL | 10/29/12 | 11/05/12 | Price is Right | 11a-12p | | :30 | | | | NM | 1 | \$850.00 |
| | | CLASS 1 CANDIDATE R9.26 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$850.00 | 3.70 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WRAL | 10/29/12-11/04/12 | Price is Right | 11a-12p | M----- | :30 | | \$850.00 | 3.70 | NM | | |
| | See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | |
| Week: | | | 11/05/12 | 11/11/12 | 1----- | | | 1 | \$850.00 | 3.70 | | | |
| N 8 | WRAL | 10/29/12 | 11/05/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | \$1,065.00 |
| | | CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$1,065.00 | 7.40 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WRAL | 10/29/12-11/04/12 | Young and the Restless | 4-5p | M----- | :30 | | \$1,065.00 | 7.40 | NM | | |
| | See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | |
| Week: | | | 11/05/12 | 11/11/12 | 1----- | | | 1 | \$1,065.00 | 7.40 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | | |
|---|---------------------------------|--|
| <u>Contract / Revision</u> 116605 / | | <u>Alt Order #</u> 06218240 |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | <u>Product</u> MCCRORY 10/29 | <u>Estimate #</u> C29N06 |
| <u>Advertiser</u> Pat McCrory for Governor | | <u>Original Date / Revision</u> 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|------|-------------------|-----------------|---------------------------|--------------------|-----------------------|-----------------|-------------------|-------------|---------------|-------------|-------|------------|
| N 9 | WRAL | 10/29/12 | 11/05/12 | WRAL 5am News | 5am - 5:30a | | :30 | | | | NM | 1 | \$150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$150.00 | 3.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WRAL | 10/29/12-11/04/12 | WRAL 5am News | 5am - 5:30a | M----- | :30 | \$150.00 | 3.00 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$150.00 | 3.00 | | | |
| D 10 | WRAL | 11/05/12 | 11/05/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 11 | WRAL | 10/29/12 | 11/05/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$665.00 | 3.80 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WRAL | 10/29/12-11/04/12 | CBS This Morning | 7am - 9am | M----- | :30 | \$665.00 | 3.80 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$665.00 | 3.80 | | | |
| D 12 | WRAL | 11/03/12 | 11/03/12 | Sat Hour 3 | 10-11p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 13 | WRAL | 11/03/12 | 11/03/12 | WRAL 6a News Sat | 6-8a | | :30 | | | | NM | 1 | \$150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$150.00 | 4.70 | | | |
| N 14 | WRAL | 11/03/12 | 11/03/12 | CBS This Sat Morning 8-9a | 8-9a | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$665.00 | 4.20 | | | |
| D 15 | WRAL | 11/04/12 | 11/04/12 | 6pm News (Sun) | 6-630p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 16 | WRAL | 11/04/12 | 11/04/12 | WRAL Sun Morning News | 7-9a | | :30 | | | | NM | 1 | \$150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$150.00 | 4.70 | | | |
| N 17 | WRAL | 11/04/12 | 11/04/12 | CBS Sunday Morning | 9-1030a | | :30 | | | | NM | 1 | \$535.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$535.00 | 4.80 | | | |
| N 18 | WRAL | 11/01/12 | 11/01/12 | Price is Right | 11a-12p | | :30 | | | | NM | 1 | \$850.00 |
| CLASS 1 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$850.00 | 3.70 | | | |
| N 19 | WRAL | 11/01/12 | 11/01/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | \$1,065.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$1,065.00 | 7.40 | | | |
| N 20 | WRAL | 11/01/12 | 11/01/12 | WRAL 5am News | 5am - 5:30a | | :30 | | | | NM | 1 | \$150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116605 / | 06218240 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$150.00 | 3.00 | | | |
| N 21 | WRAL | 11/01/12 | 11/01/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$400.00 | 5.30 | | | |
| N 22 | WRAL | 11/01/12 | 11/01/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$665.00 | 3.80 | | | |
| N 23 | WRAL | 10/30/12 | 11/06/12 | Price is Right | 11a-12p | | :30 | | | | NM | 2 | \$1,700.00 |
| CLASS 1 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$850.00 | 3.70 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$850.00 | 3.70 | | | |
| N 24 | WRAL | 10/30/12 | 10/30/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | \$1,065.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$1,065.00 | 7.40 | | | |
| N 25 | WRAL | 10/30/12 | 11/06/12 | WRAL 5am News | 5am - 5:30a | | :30 | | | | NM | 2 | \$300.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$150.00 | 3.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$150.00 | 3.00 | | | |
| N 26 | WRAL | 10/30/12 | 10/30/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$400.00 | 5.30 | | | |
| N 27 | WRAL | 10/30/12 | 11/06/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 2 | \$1,330.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$665.00 | 3.80 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$665.00 | 3.80 | | | |
| N 28 | WRAL | 10/30/12 | 10/30/12 | Tue Hour 1 | 8-9p | | :30 | | | | NM | 1 | \$6,000.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$6,000.00 | 18.70 | | | |
| N 29 | WRAL | 10/31/12 | 10/31/12 | Wed Hour 3 | 10-11p | | :30 | | | | NM | 1 | \$4,335.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$4,335.00 | 10.00 | | | |
| D 30 | WRAL | 10/31/12 | 10/31/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 31 | WRAL | 10/31/12 | 10/31/12 | Price is Right | 11a-12p | | :30 | | | | NM | 1 | \$850.00 |
| CLASS 1 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$850.00 | 3.70 | | | |
| N 32 | WRAL | 10/31/12 | 10/31/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | \$1,065.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | | |
|---|---------------------------------|--|
| <u>Contract / Revision</u> 116605 / | | <u>Alt Order #</u> 06218240 |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | <u>Product</u> MCCRORY 10/29 | <u>Estimate #</u> C29N06 |
| <u>Advertiser</u> Pat McCrory for Governor | | <u>Original Date / Revision</u> 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|------|-------------------|-----------------|-------------------|--------------------|-----------------------|-----------------|-------------------|-------------|---------------|-------------|-------|----------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$1,065.00 | 7.40 | | | |
| N 33 | WRAL | 10/31/12 | 10/31/12 | WRAL 5am News | 5am - 5:30a | | :30 | | | | NM | 1 | \$150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$150.00 | 3.00 | | | |
| N 34 | WRAL | 10/31/12 | 10/31/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$665.00 | 3.80 | | | |
| N 35 | WRAL | 11/02/12 | 11/02/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | \$535.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$535.00 | 5.30 | | | |
| N 36 | WRAL | 11/02/12 | 11/02/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$665.00 | 3.80 | | | |
| N 37 | WRAL | 11/02/12 | 11/02/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$400.00 | 5.30 | | | |
| N 38 | WRAL | 11/02/12 | 11/02/12 | Dr. Phil | 9-10a | | :30 | | | | NM | 1 | \$335.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$335.00 | 3.60 | | | |
| N 39 | WRAL | 10/29/12 | 11/05/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | \$535.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$535.00 | 5.30 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WRAL | 10/29/12-11/04/12 | Noon News | 12p-1p | M----- | :30 | \$535.00 | 5.30 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$535.00 | 5.30 | | | |
| D 40 | WRAL | 10/29/12 | 10/29/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 41 | WRAL | 10/29/12 | 11/05/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | \$665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$665.00 | 3.80 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WRAL | 10/29/12-11/04/12 | WRAL 5:30AM News | 530-6a | M----- | :30 | \$665.00 | 3.80 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$665.00 | 3.80 | | | |
| N 42 | WRAL | 10/29/12 | 11/05/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$400.00 | 5.30 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WRAL | 10/29/12-11/04/12 | WRAL AM News | 6-7a | M----- | :30 | \$400.00 | 5.30 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 116605 / | 06218240 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------|------------|
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | 5.30 | | | |
| N 43 | WRAL | 10/29/12 | 11/05/12 | Dr. Phil | 9-10a | | :30 | | | | NM | 17 | \$12,890.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$335.00 | 3.60 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | | |
|---|---------------------------------|--|
| Contract / Revision 116605 / | | Alt Order # 06218240 |
| Contract Dates 10/29/12 - 11/06/12 | Product MCCRORY 10/29 | Estimate # C29N06 |
| Advertiser Pat McCrory for Governor | | Original Date / Revision 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|------|-------------------|----------|------------------------|----------------|-------------|--------|------------|------------|--------|------|-------|--------|
| | | Start Date | End Date | Weekdays | | | | | Rate | Rating | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | Weekdays | Length | | Rate | Rtg | Type | | |
| 1 | WRAL | 10/29/12-11/04/12 | | Dr. Phil | 9-10a | M----- | :30 | | \$335.00 | 3.60 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| 3 | WRAL | 10/31/12-11/04/12 | | Dr. Phil | 9-10a | ---W----- | :30 | | \$335.00 | 3.60 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 4 | WRAL | 10/31/12-11/04/12 | | WRAL 5am News | 5am - 5:30a | ---W----- | :30 | | \$150.00 | 3.00 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 5 | WRAL | 11/03/12-11/04/12 | | Late News | 11-1135p | -----Sa-- | :30 | | \$650.00 | 7.40 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 6 | WRAL | 11/02/12-11/04/12 | | 5:30 News | 530-6p | -----F---- | :30 | | \$1,780.00 | 5.30 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 7 | WRAL | 10/31/12-11/04/12 | | 6pm News (M-F) | 6-630p | ---W----- | :30 | | \$2,225.00 | 10.80 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 8 | WRAL | 11/01/12-11/04/12 | | The Insider (1-130p) | 1-130p | ----Th----- | :30 | | \$335.00 | 3.00 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 9 | WRAL | 10/31/12-11/04/12 | | Price is Right | 11a-12p | ---W----- | :30 | | \$850.00 | 3.70 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 10 | WRAL | 10/30/12-11/04/12 | | WRAL 5:30AM News | 530-6a | -Tu----- | :30 | | \$665.00 | 3.80 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 11 | WRAL | 11/01/12-11/04/12 | | 5:00 First News | 5-530p | ----Th----- | :30 | | \$550.00 | 0.00 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 12 | WRAL | 11/01/12-11/04/12 | | CBS This Morning | 7am - 9am | ----Th----- | :30 | | \$665.00 | 3.80 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 13 | WRAL | 10/30/12-11/04/12 | | WRAL AM News | 6-7a | -Tu----- | :30 | | \$400.00 | 5.30 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 14 | WRAL | 11/05/12-11/05/12 | | Young and the Restless | 4-5p | M----- | :30 | | \$1,065.00 | 7.40 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 15 | WRAL | 11/01/12-11/04/12 | | David Letterman | 1135p-1237a | ----Th----- | :30 | | \$400.00 | 3.40 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 16 | WRAL | 10/30/12-11/04/12 | | Inside Edition | 7-730P | -Tu----- | :30 | | \$975.00 | 3.80 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 17 | WRAL | 10/31/12-11/04/12 | | Noon News | 12p-1p | ---W----- | :30 | | \$535.00 | 5.30 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| 18 | WRAL | 11/02/12-11/04/12 | | Entertainment Tonight | 730-8P | -----F---- | :30 | | \$975.00 | 3.80 | NM | | |
| Ⓜ MG for 39.1,9.1,66.1,71.2,41.1,69.1,42.1,11.1,98.1,67.1,65.1,43.1,8.1,70.1,71.1,7.1 | | | | | | | | | | | | | |
| MGs due to no check/ CLASS OF TIME 9.26 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$335.00 | 3.60 | | | |
| D 44 | WRAL | 11/03/12 | 11/03/12 | CRIMINAL MINDS | 1135-1235XM | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 116605 / | 06218240 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------|------------|
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| D 45 | WRAL | 11/03/12 | 11/03/12 | 6pm News (Sat) | 6-630p | | :30 | | | | NM | 0 | \$0.00 |
| | | | | CLASS 4 - CANDIDATE | | | | | | | | | |
| D 46 | WRAL | 11/03/12 | 11/03/12 | Sat Hour 2 | 9-10p | | :30 | | | | NM | 0 | \$0.00 |
| | | | | CLASS 4 - CANDIDATE | | | | | | | | | |
| N 47 | WRAL | 11/01/12 | 11/01/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | \$535.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$535.00 | 5.30 | | | |
| N 48 | WRAL | 11/01/12 | 11/01/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | \$665.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$665.00 | 3.80 | | | |
| N 49 | WRAL | 11/01/12 | 11/01/12 | Dr. Phil | 9-10a | | :30 | | | | NM | 1 | \$335.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$335.00 | 3.60 | | | |
| N 50 | WRAL | 10/30/12 | 10/30/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | \$535.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$535.00 | 5.30 | | | |
| N 51 | WRAL | 10/30/12 | 11/06/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 2 | \$1,330.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$665.00 | 3.80 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$665.00 | 3.80 | | | |
| N 52 | WRAL | 11/06/12 | 11/06/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| | | | | CLASS 4 - CANDIDATE | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$400.00 | 5.30 | | | |
| N 53 | WRAL | 10/30/12 | 11/06/12 | Dr. Phil | 9-10a | | :30 | | | | NM | 2 | \$670.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$335.00 | 3.60 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$335.00 | 3.60 | | | |
| N 54 | WRAL | 10/31/12 | 10/31/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | \$535.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$535.00 | 5.30 | | | |
| N 55 | WRAL | 10/31/12 | 10/31/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | \$665.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$665.00 | 3.80 | | | |
| N 56 | WRAL | 10/31/12 | 10/31/12 | WRAL AM News | 6-7a | | :30 | | | | NM | 1 | \$400.00 |
| | | | | CLASS 4 - CANDIDATE | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$400.00 | 5.30 | | | |
| N 57 | WRAL | 10/31/12 | 10/31/12 | Dr. Phil | 9-10a | | :30 | | | | NM | 1 | \$335.00 |
| | | | | CLASS 3 CANDIDATE R9.26 | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116605 / | 06218240 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|--|------|------------|----------|----------------------|----------------|------|--------|------------|------|-----|------|-------|------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --1---- 1 \$335.00 3.60 | | | | | | | | | | | | | |
| N 58 | WRAL | 11/02/12 | 11/02/12 | Fri Hour 3 | 10-11p | | :30 | | | | NM | 1 | \$2,665.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$2,665.00 11.50 | | | | | | | | | | | | | |
| N 59 | WRAL | 11/02/12 | 11/02/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$650.00 7.40 | | | | | | | | | | | | | |
| N 60 | WRAL | 11/02/12 | 11/02/12 | Letterman Friday | 1205x-107x | | :30 | | | | NM | 1 | \$110.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$110.00 3.40 | | | | | | | | | | | | | |
| N 61 | WRAL | 11/02/12 | 11/02/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | \$550.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$550.00 5.30 | | | | | | | | | | | | | |
| N 62 | WRAL | 11/02/12 | 11/02/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$2,225.00 10.80 | | | | | | | | | | | | | |
| N 63 | WRAL | 11/02/12 | 11/02/12 | Inside Edition | 7-730P | | :30 | | | | NM | 2 | \$1,950.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----2-- 2 \$975.00 3.80 | | | | | | | | | | | | | |
| N 64 | WRAL | 11/02/12 | 11/02/12 | Fri Hour 1 | 8-9p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$2,225.00 7.20 | | | | | | | | | | | | | |
| N 65 | WRAL | 10/29/12 | 10/29/12 | The Insider (1-130p) | 1-130p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$335.00 3.00 | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/29/12-11/04/12 The Insider (1-130p) 1-130p M----- :30 \$335.00 3.00 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| N 66 | WRAL | 10/29/12 | 11/05/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$650.00 7.40 | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/29/12-11/04/12 Late News 11-1135p M----- :30 \$650.00 7.40 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 1----- 1 \$650.00 7.40 | | | | | | | | | | | | | |
| N 67 | WRAL | 10/29/12 | 11/05/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$400.00 3.40 | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 116605 / | 06218240 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------|------------|
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|------|------------|-------------------|---------------------------|-----------------|--------|--------|------------|----------|------|------|-------|------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> | | | | | | | | | | | | | |
| | 1 | WRAL | 10/29/12-11/04/12 | David Letterman | 1135p-1237a | M----- | :30 | | \$400.00 | 3.40 | NM | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | 3.40 | | | |
| N 68 | WRAL | 11/05/12 | 11/05/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | \$550.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 1----- 1 \$550.00 5.30 | | | | | | | | | | | | | |
| N 69 | WRAL | 10/29/12 | 10/29/12 | 5:30 News | 530-6p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$1,780.00 5.30 | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/29/12-11/04/12 5:30 News 530-6p M----- :30 \$1,780.00 5.30 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| N 70 | WRAL | 10/29/12 | 10/29/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$2,225.00 10.80 | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/29/12-11/04/12 6pm News (M-F) 6-630p M----- :30 \$2,225.00 10.80 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| N 71 | WRAL | 10/29/12 | 11/05/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | \$975.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 2----- 2 \$975.00 3.80 | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/29/12-11/04/12 Inside Edition 7-730P M----- :30 \$975.00 3.80 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 2 WRAL 10/29/12-11/04/12 Inside Edition 7-730P M----- :30 \$975.00 3.80 NM See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$975.00 | 3.80 | | | |
| N 72 | WRAL | 11/03/12 | 11/03/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1- 1 \$650.00 7.40 | | | | | | | | | | | | | |
| D 73 | WRAL | 11/03/12 | 11/03/12 | Sat Hour 1 | 8-9p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 74 | WRAL | 11/04/12 | 11/04/12 | Follows Late Ftball/Bball | 11:30pm-12:05am | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$650.00 7.40 | | | | | | | | | | | | | |
| N 75 | WRAL | 11/04/12 | 11/04/12 | The Closer | 1235-135a | | :30 | | | | NM | 1 | \$75.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$75.00 1.80 | | | | | | | | | | | | | |
| N 76 | WRAL | 11/04/12 | 11/04/12 | 60 minutes | 730-830p | | :30 | | | | NM | 1 | \$5,000.00 |
| CLASS 2 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116605 / | 06218240 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------------------------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-------------|---------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$5,000.00 | 9.20 | | | |
| N 77 | WRAL | 11/04/12 | 11/04/12 | Sun Hour 1 | 8-9p | | :30 | | | | NM | 1 | \$3,335.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$3,335.00 | 7.20 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WRAL | 10/29/12-11/04/12 | Sun Hour 1 | 8-9p | -----Su | :30 | | \$3,335.00 | 7.20 | NM | | |
| See MG 77.2 | | | | | | | | | | | | | |
| | 2 | WRAL | 10/29/12-11/04/12 | CBS SPECIAL | 830-930p | -----Su | :30 | | \$3,335.00 | 7.20 | NM | | |
| Ⓜ MG for 77.1 11/04 | | | | | | | | | | | | | |
| N 78 | WRAL | 11/01/12 | 11/01/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$650.00 | 7.40 | | | |
| N 79 | WRAL | 11/01/12 | 11/01/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$400.00 | 3.40 | | | |
| N 80 | WRAL | 11/01/12 | 11/01/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | \$550.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$550.00 | 5.30 | | | |
| N 81 | WRAL | 11/01/12 | 11/01/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$2,225.00 | 10.80 | | | |
| N 82 | WRAL | 11/01/12 | 11/01/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | \$975.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$975.00 | 3.80 | | | |
| N 83 | WRAL | 10/30/12 | 11/06/12 | Late News | 11-1135p | | :30 | | | | NM | 2 | \$1,300.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$650.00 | 7.40 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$650.00 | 7.40 | | | |
| N 84 | WRAL | 10/30/12 | 10/30/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$400.00 | 3.40 | | | |
| N 85 | WRAL | 10/30/12 | 10/30/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | \$550.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$550.00 | 5.30 | | | |
| N 86 | WRAL | 10/30/12 | 10/30/12 | 5:30 News | 530-6p | | :30 | | | | NM | 1 | \$1,780.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$1,780.00 | 5.30 | | | |
| N 87 | WRAL | 10/30/12 | 10/30/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDiDATE R9.26 | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116605 / | 06218240 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|--|------|------------|----------|----------------------|----------------|------|--------|------------|------|-----|------|-------|------------|
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12-1-----1\$2,225.0010.80</div></div></div> | | | | | | | | | | | | | |
| N 88 | WRAL | 10/30/12 | 10/30/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | \$975.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12-1-----1\$975.003.80</div></div></div> | | | | | | | | | | | | | |
| N 89 | WRAL | 10/30/12 | 10/30/12 | Tue Hour 2 | 9-10p | | :30 | | | | NM | 1 | \$3,555.00 |
| CLASS3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12-1-----1\$3,555.0016.00</div></div></div> | | | | | | | | | | | | | |
| N 90 | WRAL | 10/31/12 | 10/31/12 | The Insider (1-130p) | 1-130p | | :30 | | | | NM | 1 | \$335.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--1----1\$335.003.00</div></div></div> | | | | | | | | | | | | | |
| N 91 | WRAL | 10/31/12 | 10/31/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | \$650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--1----1\$650.007.40</div></div></div> | | | | | | | | | | | | | |
| N 92 | WRAL | 10/31/12 | 10/31/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | \$550.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--1----1\$550.005.30</div></div></div> | | | | | | | | | | | | | |
| N 93 | WRAL | 10/31/12 | 10/31/12 | 5:30 News | 530-6p | | :30 | | | | NM | 1 | \$1,780.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--1----1\$1,780.005.30</div></div></div> | | | | | | | | | | | | | |
| N 94 | WRAL | 10/31/12 | 10/31/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--1----1\$2,225.0010.80</div></div></div> | | | | | | | | | | | | | |
| N 95 | WRAL | 10/31/12 | 10/31/12 | Inside Edition | 7-730P | | :30 | | | | NM | 2 | \$1,950.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--2----2\$975.003.80</div></div></div> | | | | | | | | | | | | | |
| N 96 | WRAL | 11/05/12 | 11/05/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | \$2,225.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 11/05/1211/11/12M-----1\$2,225.000.00</div></div></div> | | | | | | | | | | | | | |
| N 97 | WRAL | 10/31/12 | 10/31/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | \$400.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12--W----1\$400.003.40</div></div></div> | | | | | | | | | | | | | |
| N 98 | WRAL | 10/29/12 | 10/29/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 0 | \$0.00 |
| CLASS 4 CANDIDATE R9.26 | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 10/29/1211/04/12M-----1\$550.000.00</div></div></div> | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div></div><div>1WRAL10/29/12-11/04/125:00 First News5-530pM-----:30\$550.000.00NM</div></div></div></div> | | | | | | | | | | | | | |
| See MG 43.3,43.4,43.5,43.6,43.7,43.8,43.9,43.10,43.11,43.12,43.13,43.14,43.15,43.16,43.17,43.18 | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116605 / | 06218240 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/29/12 - 11/06/12 | MCCRORY 10/29 | C29N06 |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Pat McCrory for Governor | 08/15/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|------------|--------------------|
| N 99 | WRAL | 11/03/12 | 11/03/12 | CRIMINAL MINDS | 1135-1235XM | | :30 | | | | NM | 1 | \$95.00 |
| CLASS 4 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$95.00 | 0.00 | | | |
| N 100 | WRAL | 11/03/12 | 11/03/12 | 7pm News | 7-730p | | :30 | | | | NM | 1 | \$360.00 |
| CLASS 3 CANDIDATE R9.26 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$360.00 | 5.30 | | | |
| Totals | | | | | | | | | | 567.50 | | 109 | \$99,595.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/06/12 | 109 | \$99,595.00 | \$84,655.75 |
| Totals | 109 | \$99,595.00 | \$84,655.75 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.